

Working Together to Promote Appropriate Antibiotic Use in the Community: CDC and its Partners

June 20-21, 2002
Westin Peachtree Plaza
Atlanta, Georgia

AGENDA

Thursday, June 20th

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| 8:00 a.m. | Registration and Continental Breakfast | Vinings Room, 6 th floor |
| 8:30 a.m. | Welcome
Pat Cook, Program Director
<i>National Campaign for Appropriate Antibiotic Use in the Community</i>
<i>Centers for Disease Control and Prevention</i>

James Hughes, Director
<i>National Center for Infectious Disease</i>
<i>Centers for Disease Control and Prevention</i> | Vinings Room, 6 th floor |
| 8:50 a.m. | Trends in Antibiotic Resistance and Prescribing;
What's New in the CDC Campaign?
Rich Besser, Acting Chief, Epidemiology Section
<i>Respiratory Diseases Branch</i>
<i>Centers for Disease Control and Prevention</i> | |
| 9:10 a.m. | 12 Steps to Prevent Antimicrobial Resistance
Julie Gerberding, Acting Principal Deputy Director
<i>Centers for Disease Control and Prevention</i> | |
| 9:25 a.m. | HEDIS Measures
Rita Mangione-Smith, Assistant Professor of Pediatrics
<i>University of California Los Angeles</i> | |
| 9:40 a.m. | Medical School Curriculum
Raj Sabharwal, Staff Associate
<i>Association of American Medical Colleges</i> | |
| 9:55 a.m. | National Media Campaign: Update from Ogilvy
Beth Ruoff, Creative Director
<i>Ogilvy Public Relations Worldwide</i> | |
| 10:15 a.m. | Break: Exhibits Open | Overlook, 6 th floor |

10:45 a.m. **Using the Media to Promote Appropriate Antibiotic Use:
Two Approaches** Vinings Room, 6th floor

Social Marketing

Bill Smith, Executive Vice President
Academy for Educational Development

Media Advocacy

Larry Wallack, Professor and Director
School of Community Health, Portland State University

12:45 p.m. **Lunch** Vinings Room, 6th floor

1:45 p.m. **Workshops (attend 1 of the following 3 workshops)**

<p>♦ The ABCs of Starting an Appropriate Antibiotic Use Campaign Lisa Bridges, Health Education Specialist <i>Centers for Disease Control and Prevention</i></p> <p>Jane Harper, Coordinator Kathy Como-Sabetti, Epidemiologist <i>Minnesota Department of Health</i> <i>Minnesota Judicious Antibiotic Use Program</i></p> <p>Christine Petersen, Chief Medical Officer <i>Sierra Health Services</i> <i>Nevadans for Antibiotic Awareness</i></p>	Tower Room 1401, 14 th floor
<p>♦ The Power of Partnerships: The People, The Plan, The Resources Elissa Maas, Vice President, Community Health <i>California Medical Association Foundation (AWARE)</i></p>	Vinings Room, 6 th floor
<p>♦ The Logic Model: A Tool for Program Planning and Evaluation Goldie MacDonald, Senior Service Fellow <i>Office on Smoking and Health</i> <i>Centers for Disease Control and Prevention</i></p>	Tower Room 1402, 14 th floor

3:45 p.m. **Break: Exhibits Open** Overlook, 6th floor

4:15 p.m. **Working Group Meetings (attend one of the following)**

<p>♦ Evaluation Katherine Anderson, Program Development Consultant <i>Centers for Disease Control and Prevention</i></p>	Vinings Room, 6 th floor
<p>♦ Working with Diverse Populations Jennifer Weissman, Program Development Consultant <i>Centers for Disease Control and Prevention</i></p>	Tower Room 1401, 14 th floor
<p>♦ Partnerships, Coalition and Capacity Building Adair Bull, Program Development Consultant <i>Centers for Disease Control and Prevention</i></p>	Tower Room 1402, 14 th floor

5:15 a.m. **Adjourn**

Friday, June 21st

8:00 a.m. **Continental Breakfast**

8:30 a.m. **Working with Health Plans: Panel Discussion**

Vinings Room, 6th floor

Moderator: Ed Belongia, Director, Epidemiology Research Center
Marshfield Medical Research Foundation
Wisconsin Antibiotic Resistance Network

Robert Scalettar, Corporate Medical Director, Medical Policy
Anthem Blue Cross & Blue Shield

Robert Greene, Associate Medical Director
Rochester Individual Practice Association, Inc.

Jonathan Finkelstein, Assistant Professor
Departments of Ambulatory Care and Prevention and Pediatrics
Harvard Medical School

Rita Mangione-Smith, Assistant Professor of Pediatrics
University of California Los Angeles

Shari Davidson, Vice President of Employee Benefits
Quebecor World

10:00 a.m. **Break: Exhibits Open**

Overlook, 6th floor

10:30 a.m. **Workshops (attend 1 of the following 3 workshops)**

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12:30 p.m. **Closing Remarks and Evaluation**

Vinings Room, 6th floor